

There's more than one way to skin economic cat

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"IF WE DIDN'T merge and stop competing with each other for the residential business in this small area, all of us would have been gone very soon," agreed Morgan in an interview with the National Association of Realtors.

"It clearly boiled down to our being able to stay in the business as brokers, and being able to provide a means of earning a living for about 35 salespeople," he added.

Because he could see what was happening, Zehnder said he "decided to put feelers out to Morgan and Edwards."

"I took them out to lunch, and with-out trying to insult them because it's kind of touchy, I asked them questions about their businesses."

"It was a sensitive issue, but it turned out that they were both responsive," Zehnder said.

THE PRINCIPALS BEGAN meeting to discuss the advantages and disadvantages of a merger.

"It seemed a bit strained at first because we had been competitors," Zehnder said.

"As opposed to running the ball 90

yards all by himself, each of us had to feel we could accomplish more as a team. It can smack at a person's pride."

The principals also had to develop a sense of fair play and the patience to interact and compromise with salespeople and partners, he added.

"On the plus side, we had a good nucleus with four good salesmen to begin with," said Zehnder.

"By combining our staffs and working out of just one office we could eliminate a lot of overhead, and have enough volume to pay the bills. Working as a team we could accomplish a lot more and recruit top-notch salespeople."

The pluses outweighed the minuses, and within two months the trade-offs, and legal and financial complications were history.

THE RAPID CHANGEOVER and the uncertainty it caused may have cost the firm a few salespeople at the start, Morgan said.

"Most of them stayed with us, however, and we soon replaced the ones we lost. We've even added a couple."

A "testing period" followed wherein the principals tried to sense each other's talents, Zehnder said.

As it turned out, he added, each one took charge of various areas based on his particular skills.

"Edwards (vice president in charge

Brodhead lauded by consumer group

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representing a district where almost everyone is a working class, middle-income citizen.

"Our area has a great deal of sensitivity to consumer issues," he continued. "They're alert to price changes and government action that affects them. The people of the district expect me to protect their interests."

Congress Watch's annual voting index evaluates all members of the House and Senate.

of sales) is excellent with people. He has principals and the ability to get along with salespeople in top fashion," Zehnder said.

Because of Morgan's ability to train salespeople and his familiarity with Century 21 policy and procedure, he

"At the end of each session, we select 30 or 40 of the most significant consumer issues and give a positive rating for someone who votes our way," said Becky Stone, staff librarian.

Congress Watch has been monitoring the Washington political scene since 1972. Its 18-member full-time staff is funded solely by private donations.

Dr. Sid Wolfe is director of Public Citizen, the umbrella organization.

was named vice president in charge of relocation.

Guion was named vice president assisting Edwards, and Zehnder became president.

Despite the merger, the economy remains the principals' biggest problem.

"The consistent bombardment of negative news on the economy drives me crazy," Zehnder said. "I can't stand talking about it. But I'd be less than honest if I didn't tell you that we have to work very hard and spend a tremendous amount of time and accomplish more."

Also chosen were votes on eliminating federal subsidies for tobacco, sugar and peanuts (for), prohibiting the export of enriched uranium to foreign countries (for) and providing more tax relief to individuals earning less than \$50,000 (for).

Tied with Brodhead at 97 percent was Rep. Gerry Studds, D-Mass. The average rating for House members was 41 percent.

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